

## OGeez! News With A Twist

# Live Rosin Gets Fast Tracked to NJ

OGeez!'s wildly popular Live Rosin gummy is officially launching in the Garden State. The all-natural, vegan gummy is expected to hit dispensary shelves in New Jersey early this month. Sources say overwhelming demand for Live Rosin reportedly convinced OGeez! to bump up the New Jersey release date for the gummy, which comes in Sweet Clementine and sells under the name The Naturals. "Everyone is clamoring to try it so we fast tracked it to New Jersey," said one OGeez! executive. While Live Rosin has taken many cannabis markets by storm, many still don't know what it is. The quick-and-dirty version is that it's a full-spectrum gummy rich in terpenes and cannabinoids. It's created by harvesting the highest-quality cannabis, freezing it and then pressing it to extract the all-natural, live rosin oil (see side story). "It's like freshly squeezed orange juice," said one user, explaining that it's not just for cannabis connoisseurs. "Everyone who tries it swears by it." Those who have used it refer to it as a "gummy unicorn" because unlike super-targeted gummies, it's an "all-day, every-day gummy." "I really can't think of a situation that it's not good for," said a Live Rosin influencer. "Hiking, relaxing, pain relief, socializing — you name it, it works. You can't say that about too many other gummies."



## What is Live Rosin?

Live rosin has skyrocketed in popularity in the last few years. But what is it exactly? In a nutshell, it's a solventless concentrate that offers an extremely pure form of cannabis. It starts when freshly harvested cannabis is frozen, locking in the plant's (major and minor) cannabinoids and terpenes. The plant then goes through an ice water extraction and a heat-and-pressure finish. The result is a terpene-rich concentrate (or sap) that has taken cannabis lovers to the next level. Unlike resin — which is created with the use of solvents — live rosin is completely solvent free. It was accidentally discovered in 2015, when a California dispensary owner and grower was reportedly using a hair straightener to thin out no-melt hash and he stumbled upon the innovation. Crazy, right?

## Gummy Bags Could Spark Gold Rush

OGeez! fans are chomping at the bit to get as many Live Rosin bags as possible when the product hits the shelves in New Jersey this month. Rumors are swirling that the sleek black bags may be more valuable than meets the eye. Sources say OGeez! actually used 14 karat gold flakes for the gold lettering on select bags. "It's sort of like the Golden Ticket in Willy Wonka's chocolate bars," said one source. "You never know if you're going to get the lucky bar." Experts say the bags could be valued at upwards of \$15,000 each and some expect New Jersey consumers to be lining up at the dispensary when Live Rosin launches. An OGeez! spokesperson declined to comment.



## Arizona Catches Sugar Free Fever

There's been a lot of ink spilled lately about OGeez! happenings in Illinois and New Jersey, the company's two newest states. But there's big news brewing in its native Arizona, too. The company is unleashing its latest product, its Sugar Free gummy, into the full Arizona market after a month-long exclusive with Trulieve's Grand Canyon State dispensaries. The Sugar Free gummies — which come in a tropical medley bag of Strawberry Kiwi, Watermelon Guava and Passion Fruit Mango — exceeded all expectations at Trulieve's 21 Arizona locations. "Trulieve did an incredible job introducing our first Sugar Free gummy to Arizona consumers," said one top OGeez! executive. "We knew consumers would be taken with it out of the gate and that has proven to be correct. The feedback we've gotten from everyone who has tried them is that they can't believe there's no sugar!"

## OGeez! Ups Holiday Game with Gummy Workshop

Call it a cannabis holiday miracle. OGeez! is holding its first ever Holiday Gummy Making Workshop. The mid-December event — which will take place at the Spark'd consumption lounge in Winthrop Harbor, Illinois — already has the cannabis world abuzz. "I can't stop thinking about this," one OGeez! fan told The Dispatch. "It's going to be like Santa's Work Shop, but for cannabis-loving adults. The North Pole is coming to Winthrop Harbor!!" Sources say that OGeez! Iron Chef, Aeron Paz, will be teaching the workshop and that the group will be making small batches of non-medicated gummies in exclusive holiday flavors like Sugarplum and Peppermint. "I heard there may even be holiday-themed molds," one budtender said. Registration for the mid-December event is already "off the charts," but OGeez! officials say there is plenty of room for more. "The more, the merrier," one source said, noting that it's the "perfect holiday gift."



## Cannabis Man Interviews OGeez!'s Top 'Gummy Nerd'

**"The flavor of the cream on these gummies is really something special. I think it makes these stand out on the dispensary shelves next to other products," - Don Kleppin, Cannabis Man**

Pop in your ear buds. It's time for some important listening. OGeez! CEO Bran Noonan hit the airwaves last month as the featured guest on the acclaimed Cannabis Man podcast, hosted by Illinois-based cannabis enthusiast and journalist Don Kleppin. The conversation — which came on the heels of OGeez!'s launch in Illinois — touched on everything from the origins of the OGeez! name to the evolution of the industry's legalization. "We kind of think of ourselves as Gummy Nerds," he said. "We live and breathe gummies. It's easy to make a gummy, but it's really hard to make a good gummy, a good a cannabis-infused gummy."

**Check out the Cannabis Man podcast to hear the full interview & subscribe to Kleppin's newsletter, The Weekly Chronic!**

## Welcome to the OGeez! Family

With OGeez! now operating in two new states, the company is bringing new dispensaries into the fold at a very fast clip. Here's a list of all of the awesome outposts OGeez! has brought on in the last month.

### New Jersey

Valley Wellness  
Indigo Dispensary  
Puffin  
Blue Violets  
Holistic Solutions  
Elevated Herb  
Bloc (multiple locations)  
Cannaboy Treehouse  
OHM Theory  
Got Your Six of New Jersey  
The Healing Side  
Green Oasis  
Pure Blossom  
Garfield Gardens Dispensary  
Casa Verde Wellness  
New Era  
SweetSpot Dispensary  
Enlighten  
The Cannabist (multiple locations)  
Mountain View Pharmacy  
NJ Pure  
4Twenty Somewhere  
MPX NJ (multiple locations)  
Midnight Greens  
Pure Natural Vibes  
Mountain Dispensary  
Island Vibez  
Jester's Joint  
Hashery

### Illinois

Altius  
The Cannabist  
Consume  
Green Temple  
Hatch  
MINT  
Nature's Care Company  
Revolution (Moline)  
Vertical Dispensary

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## OGeez! Gears Up Holiday Promos

OGeez! doesn't mess around for the holidays. If past years are any indication, the company will be running some significant promotions and partnerships throughout the month of December. Documents obtained by The Dispatch suggest that this year's promos will be largely centered on Live Rosin, Sugar Free, The Bigs (the line-up of 100 milligram gummies) and more. While OGeez! executives would not comment, dispensaries say that the promos will be perfect for the holidays. "OGeez! is committed to making sure that its consumers have access to the gummies they want and need to make it through the rest of 2024 at the top of their game," one budtender said.

## Holiday Market Trifecta: OGeez + Huxton + Friends

Who doesn't love strolling through a holiday market in December? Well, that already blissful experience is about to get even better — at least at one holiday bonanza in Scottsdale, Arizona. OGeez! is joining the Huxton + Friends market for an exclusive one-day appearance. The gathering is expected to draw artisans, entrepreneurs, local businesses and lots of other vendors for an evening of food, drinks, music, cannabis and holiday shopping on December 13. Sources are expecting "curated craft goods and vintage items" all enhanced with a strong cannabis presence. OGeez! will be on-site with tons of swag and samples. Check out @ogeebrands on Instagram for more information.



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